

# Health Ingredients Japan 2003

October 7-9, 2003

at the

Tokyo Big Sight Exhibition Center, Tokyo, Japan



- Are you a U.S. exporter of ingredients targeting the rapidly expanding health, functional, and organic foods industries in Japan?
- Are you a U.S. exporter interested in tapping into Japan's vast and continuously growing market?
- Do you want to promote your company's products throughout Japan? The leading trade publications, "Food Processing and Ingredients" magazine and the "Health Industry News" are both published by the shows organizer!
- Are you looking to find a partner in Japan to help you further your exporting goals?

## Why choose Japan's market?

- Japan's health foods market continues to outperform the rest of the Japanese economy having averaged 8 percent growth per year over the past five years.
- Because of Japan's rapidly aging population, there is an increased interest in foods that promote a healthier lifestyle.
- The markets for specialty health foods, foods offering specific health benefits, medicinal foods and organic foods are thriving in Japan. The Japanese market for health foods is estimated at around \$25 billion.
- As more and more Japanese food manufacturers make use of health claims to promote their products, the demand for health ingredients is increasing rapidly.
- High consumer awareness of the benefits of healthy eating in order to maintain health and prevent the onset of lifestyle-related illnesses is the main driving force behind the demand for health ingredients.

## Why choose Health Ingredients Japan?

- Participation in the show provides the exporter with the most effective way of accessing the Japanese health food Industry.
- The exhibition covers all aspects of the market, thus it can satisfy all needs of your company.
- The show combines the business opportunities of the show-floor with a comprehensive program of academic and business seminars addressing different segments of the industry.
- The show will include:
  - A program of exhibitor presentation workshops in which exhibitors can present papers about their products and services to the Japanese market
  - A high-profile conference where participants can find out more about the trends in the Japanese food marketplace and product research and development.
- This show is a must-attend event for anyone connected with the development and marketing of new food products, food safety and quality control.
- Health Ingredients Japan exhibition is the ideal platform for foreign companies and their distributors to tap the potential of the vast Japanese health products market.



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